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9/27/59fashion
calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 24, 1954</u>			
Friday Sept. 24 9:00 A.M.- 5:00 P.M.	FABRICS IN SHOES AND ACCESSORIES Lushan will present fabrics for Resort and Spring in shoes and accessories by leading American designers. By invitation only. Beechman, PL. 5-0459 or EL. 5-5400.	LUSHAN & CO. (BOSTON, MASS.)	HOTEL CHATHAM PRIVATE SUITE Publicity: Doris
Friday Sept. 24 11:00 A.M.	HOLIDAY ACCESSORIES AND RESORT FORECAST A press preview of men's and women's accessories designed by Brooke Cadwallader. By invitation. Publ: Grace de Mun, 927 Fifth, RE. 7-4206.	BROOKE CADWALLADER, INC.	120 EAST 55TH STREET SALON
Beginning Friday Sept. 24	HOLIDAY AND RESORT JEWELRY COLLECTION Showing of amber and multi-colored earrings and necklaces by Alla Kent, as featured in current issue of "Vogue". By appointment. Contact: MU. 3-5777 or MU. 8-5736.	ALLA KENT	389 FIFTH AVENUE ROOM 711
<u>WEEK BEGINNING SUNDAY, SEPTEMBER 26, 1954</u>			
Sept. 26	DAYLIGHT SAVING TIME ENDS (Set clocks back one hour).		
Monday Sept. 27 10:30 A.M.	PRESS PREVIEW OF HOLIDAY FASHIONS Presentation of Suzy Perette's originals and line-for-line Paris copies. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM - 2ND FLOOR
Monday Sept. 27 11:00 A.M.	PREVIEW: IMPORTED GIFTS & ANTIQUES Bergdorf Goodman will invite the press to a preview of imported gifts and antiques. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 27 12:00 Noon- 1:30 P.M.	SHOWING OF HALF-SIZE MATERNITY FASHIONS Showing of maternity fashions in half-sizes. Repeat performance from 1:30-3:00 P.M. on third floor; also on Sept. 30 from 5:00-6:00 P.M. and from 6:00-7:00 P.M. on the 4th Floor Restaurant. Press invited. Open to public. Publicity: Ruth Scott, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	RESTAURANT 4TH FLOOR
Monday Sept. 27 1:00 P.M. Luncheon	BELLCIANO FASHIONS AT LUNCHEON SHOW Milgrim will present Belliciano Fall coats and suits, and Belliciano separates by Joset Walker, at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim contact: Rita Corey, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 27 2:30 P.M.- 5:30 P.M.	BOUTIQUE SHOW BY "PARURIERS DE CREATION" Customer showing of boutique fashions; also, Tues., Sept. 28 from 2:30- 5:30 P.M. By invitation. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	STREET FLOOR
Sept. 27- Oct. 2	NATIONAL BUSINESS SHOW. Publicity: Allen Rose at Smith, Rose & Co., 270 Park Ave., EL. 5-3720.		
Beginning Sept. 27 3:00 P.M.- 6:00 P.M.	SHOWING OF WINTER AND RESORT COLLECTION Helen de Huene will present a Winter collection 1954-55, including a few designs for Southern Shore resorts. Contact: EL. 5-1337.	HELEN de HUENE	21 EAST 57TH STREET SALON
Beginning Monday Sept. 27 7:00 P.M.- 8:45 P.M.	TWENTY-SIXTH ANNUAL ADVERTISING COURSE Subject: "How the Public Looks at Advertising". Speaker: Warner S. Shelly, Pres., N.W. Ayer & Son, Inc. Price: \$25.00 for 18 lectures; \$2.00 per lecture. Contact: Advertising Women, 110 W. 47th St., CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR
Sept. 28	ROSH HASHONAH -- First Day of Jewish New Year (Tuesday).		
Tuesday Sept. 28 9:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Showing of custom-order collection for Fall and Winter. (<u>Note Change Of Date</u>). By invitation only. Publ: Eleanor Lambert, MU. 8-2130.	KNIZE, INC.	24 EAST 56TH STREET SALON
Tuesday Sept. 28 12:30 P.M. Luncheon	IRENE OF CALIFORNIA FALL COLLECTION Showing of Fall fashions by Irene of California, available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Sept. 29	ROSH HASHONAH -- Second Day of Jewish New Year (Wednesday).		
Wednesday Sept. 29 9:30 A.M. Breakfast	50TH ANNIVERSARY TRAVEL FASHION SHOW "Around the World...Then and Now" to introduce David Crystal's new "Flight Light" wardrobe of packable dresses, suits and Haymaker Separates, in association with Pan American Airlines. By invitation only. Publicity: Jane Kilbourne, PAA, MU. 6-7100. Gay Stearns, Best & Co., PL. 9-2000; Terry Mayer, David Crystal, BR. 9-6560.	BEST & CO. & DAVID CRYSTAL	13TH FLOOR RECREATION ROOM
Thursday Sept. 30 9:00 A.M. Breakfast	PREVIEW OF 1955 SWIM FASHIONS Cole of California's 1955 collection of swim and after-swim fashions for misses, juniors and children, will be presented to the press and buyers. <u>Showing promptly at 9:30 A.M.</u> By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles 58; or N.Y. contact: BR. 9-6377.	COLE OF CALIFORNIA, INC. (LOS ANGELES)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 30 12:00 Noon Luncheon	MEN'S SPORTS FASHIONS AT PRESS PREVIEW Henry Charles, Ltd. will invite the press to preview their men's sports- wear fashions, designed by John Weitz. By invitation only. Publicity: Ettinger Adv. Agcy., 38 E. 57th St., PL. 1-0750.	HENRY CHARLES, LTD.	S.S. CIRCLE LINE HUDSON RIVER-34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 30 1:00 P.M. Luncheon	BEN REIG FASHIONS AT LUNCHEON SHOW Luncheon showing of Fall fashions by Ben Reig, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
Friday October 1 12:00 Noon Luncheon	PREVIEW OF RESORT AND SPRING COLLECTION David Crystal will preview their Resort and Spring suits and dresses for press and resident buyers at a special luncheon aboard S.S. Cristobal (Panama Line). Attendance strictly by invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC. (498 SEVENTH AVENUE)	S.S. CRISTOBAL PIER 64-WEST 24TH ST.
Postponed October 1	PAULINE TRIGERE'S RESORT OPENING, ORIGINALLY SCHEDULED FOR OCTOBER 1 AT 2:30 P.M., HAS BEEN POSTPONED. (New Date Will Be Announced Later.)		
Saturday October 2 12:30 P.M.	FALL FASHIONS BY RICHARD COLE De Pinna will present Fall fashions by Richard Cole. Open to public. Publicity: Claire McIntosh, MU. 8-2000.	DE PINNA	4TH FLOOR
Monday October 4 9:30 A.M. Coffee	PRESS PREVIEW OF BEDROOM SETTINGS "Young in Heart"--complete bedroom settings with draperies, bedspreads, blankets, sheets, etc. By invitation only. Publ.: Beth Morgan, EL. 5-1000.	JAMES McCUTCHEON & CO.	2ND FLOOR
Monday October 4 10:00 A.M. Breakfast	PREVIEW OF CHILDREN'S IMPORT FASHIONS Gimbels will invite the press to a preview of imported fashions for infants and sizes 3 to 6x. By invitation only. Publ.: Ellen Eskin, LO. 5-1500.	GIMBELS	2ND FLOOR CHILDREN'S BOUTIQUE
Monday October 4 1:00 P.M. Luncheon	FALL & WINTER FURS DURING LUNCHEON Gunther Jaeckel will present Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	GUNTHER JAECKEL	HOTEL PLAZA PERSIAN ROOM
Monday October 4 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Preview for press and resident buyers of Hayette's Resort and Spring collection for regular or junior sizes. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE (BY HAYMAKER)	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday October 4 4:00 P.M. Cocktails	RESORT AND EARLY SPRING COLLECTION Press preview of Hannah Troy's Resort and Early Spring collection. By invitation. Publ.: Gladys Steiner, Lester Harrison, 341 Madison, MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Monday October 4 6:30 P.M.- 8:30 P.M.	FOURTEENTH FASHION TRAINING COURSE Fashion Jobs--eleven Monday evening meetings, with cash prizes and scholarships for those taking entire course. First session: "Fashion Markets"--Operation of type, price and taste levels; local, regional. Chairman: Helen Faith Keane. Fee for series: \$16.00. Contact: Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday October 5 10:30 A.M.	PREVIEW OF RESORT & SPRING COLLECTION "The Essence of Elegance"--press preview of Benham Originals for Resort and Spring; trade preview at 2:30 P.M. and showing daily thereafter at 2:30 P.M. By invitation. Publ: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday October 5 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Bergdorf Goodman will present Fall and Winter furs to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Tuesday October 5 12:00 Noon Luncheon	PREVIEW OF RESORT & SPRING COLLECTION Haymaker will invite the press and trade to preview their Resort and Spring collections of separates, skirts, blouses, shirts and playclothes. By invitation only. Publ: Terry Mayer at Haymaker, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday October 5 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Rosette Pennington's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington contact: PL. 9-3737. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Tuesday October 5 4:30 P.M.- 7:00 P.M. Cocktails	"THIS IS THE LIFE" FASHION PRESENTATION Fashion show and cocktail picnic, based on "Life Magazine's" trade movie "The Changing American Market". For trade and press, by invitation only. Fashion Promotion Director: Virginia Harris at Filene's, Boston.	WM. FILENE'S SONS CO.	TOWN TENNIS CLUB 430 EAST 56TH STREET
Tuesday October 5 5:00 P.M. Cocktails	PREVIEW: COUTURE & BOUTIQUE COLLECTION Preview of Jane Derby's Resort collection of couture and boutique fashions By invitation only. Trade showings, October 6, 8, 12, 14, 19, 21 at 10:30 A.M. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday October 5	OPENING OF HOLIDAY & PALM BEACH COLLECTION Showing of Mary Black's Holiday and Palm Beach dress collection. By appointment. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SALON
Wednesday October 6 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "International Translation of Fabric into Fashion"--Speaker: Virginia Pope, Fashion Editor, New York Times. Commentator & Chairman: Margaret Ingersoll, Fabrics Editor, "Vogue". Co-Chairman: Vesta Shaffer, Fashion Co-ordinator, Arkwright, Inc. Exhibit and staging: Walter Hazeltine. Price: \$5.25 for members; \$5.50 for guests. Exhibit open from 10:00 A.M. to 4:00 P.M. Persons without luncheon tickets: \$1.00 at door; coffee served. Holders of luncheon tickets may come at any time. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALL ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday October 6 12:30 P.M. Luncheon	FASHIONS BY VARDEN PETITE Bloomingdale's will present Fall fashions by Varden Petite during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday October 6 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON SHOW Zita will present Fall and Winter boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday October 6 1:00 P.M. Luncheon	LUNCHEON SHOWING OF TAYLOR IMPORTS Jay Thorpe will present a luncheon showing of Taylor Imports. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Jane Negbaur, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA PERSIAN ROOM
Beginning Wednesday October 6 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Ceil Chapman will present her Holiday and Resort collection at 2:30 P.M. daily. Publicity: Alto Schiffrine, LA. 4-5800.	CEIL CHAPMAN (SAMUEL CHAPMAN, INC.)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday October 6 3:00 P.M.	PREMIERE SHOWING OF MEXICAN FASHIONS Preview for press and store buyers of boutique and couture fashions, designed and made in Mexico City. By invitation only. Trade showing, 10:00 A.M.-4:00 P.M., Oct. 8-Oct. 15. Publ.: Rosemary Sheehan, CI. 7-8060.	HENRI de CHATILLON OF MEXICO CITY	HOTEL GOTHAM
Wednesday October 6	PUBLICATION DATE: "IT'S STILL SPINACH" New book by Elizabeth Hawes, author of "Fashion Is Spinach", a witty and thought-provoking dissertation on how men and women should dress. Price: \$3.75. Publicity: Milton L. Rush at Little, Brown & Co., Boston.	ELIZABETH HAWES	LITTLE, BROWN & CO. 34 BEACON ST., BOSTON
October 7	YOM KIPPUR -- Jewish Day of Atonement (Thursday).		
Friday October 8 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF SPECIAL EXHIBITION "The Fine Art of Costume"--a special exhibit of costumes and accessories from the 16th Century through the 19th Century, as they reflect the ways and manners imposed by social demands. (Working Press Preview of Dress Rehearsal for Coty-American Fashion Critics' Award Will Coincide With This Showing--see Pg. 7 for details). Museum Publ.: Floyd Rogers, TR. 9-5500.	COSTUME INSTITUTE METROPOLITAN MUSEUM	FIFTH AVE. & 82ND ST. 83RD ST. ENTRANCE
Friday Oct. 8 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Oct. 8: Aranka. Oct. 15: John Frederics. Oct. 22: Jane Engel. Oct. 29: William J. Nov. 5: Cesar Rubio. Nov. 12: Herma G. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday	OPENING OF RESORT COLLECTION	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
October 11	Showing of Max Milstein's Resort collection at 10:30 A.M. and 2:30 P.M.		
10:30 A.M.	daily. Contact: WI. 7-4223.		

OPENING OF RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

<u>MONDAY, OCTOBER 11</u>			
Star-Maid Dresses	10:30 A.M.	498 7TH, PE. 6-0444	
Sport-Craft, Inc.	2:30 P.M. (Thereafter 10:30 & 2:30)	550 7TH, LA. 4-9724	
<u>TUESDAY, OCTOBER 12</u>			
Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR. 9-9600	
Kane-Weill	10:30 A.M.	498 7TH, LO. 5-3041	
<u>WEDNESDAY, OCTOBER 13</u>			
David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA. 4-2577	
Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA. 4-6691	
<u>WEEK OF OCTOBER 11</u>			
Davidow	Date will be announced later	550 7TH, PE. 6-6909	
Contact individual manufacturers.			

Monday	PRESS PREVIEW: RESORT-SPRING COLLECTION	SERBIN OF MIAMI	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
October 11	Serbin will present their Resort and Spring collection to the press at the opening of their new showroom. By invitation only. Contact: Kay Goodman, BR. 9-9567.		

Beginning Monday	OPENING OF RESORT-SPRING COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FLOOR
October 11	Daily box luncheons at 12:00 Noon, with showing of Carolyn Schnurer's Resort and Spring collection at 12:30 P.M.; junior collection at 1:30 P.M.		
12:00 Noon	Box Lunch	By reservation. Contact: Lee Weber or Jose Lorenz, CH. 4-4587.	

Monday	FALL FASHIONS	AMIE	HOTEL PLAZA
October 11	DURING LUNCHEON	(715 MADISON AVE.)	PERSIAN ROOM
1:00 P.M.	Luncheon	Amie will present Fall custom-order and ready-to-wear fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	

Beginning Monday	OPENING OF RESORT COLLECTION	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
October 11	Jerry Parnis will present her Resort and early Spring dress collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publ: Mildred Kaldor, MU. 9-5420.		

Beginning Monday	RESORT COLLECTION IN NEW SHOWROOM	THE McMULLEN CO., INC.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
October 11	Showing of McMullen's Resort and Advance Spring collection of blouses, skirts, separates at 2:30 P.M. daily, in their new showroom. Contact: OX. 5-4270. Publicity: Viola Shefer, PL. 3-3173.		

Monday	PREVIEW OF 1955 SWIM FASHIONS	SEA NYMPH SWIMSUITS BY JORDAN MFG. CO.	HOTEL PLAZA BAROQUE ROOM
October 11	Sea Nymph's 1955 swim fashions will be presented to the press and trade. Showing at 4:30 P.M. By invitation only. Contact: Helen Rothman at Jack Shor, Public Relations, WI. 7-6700.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday October 11 9:00 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD Presentation of the Twelfth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Preceding the Award presentation, there will be a private showing at 8:00 P.M. of the Costume Institute's special exhibi- tion, "The Fine Art of Costume." Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM FIFTH AVE. & 82ND ST.
Beginning Monday October 11	OPENING OF RESORT COLLECTION Bartin of California will present the Resort and early Spring collection. By appointment. Contact: Barbara Bernstein, 530 E. 8th St., Los Angeles, California.	BARTIN OF CALIFORNIA	TUSCANY HOTEL PARK AVE. & 39TH ST.
Beginning Monday October 11	CRUISE AND HOLIDAY SEPARATES COLLECTION Juli Lynne Charlot of California (1013 So. Los Angeles St., Los Angeles) will show her Cruise and Holiday collection of separates. By appointment only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	JULI LYNNE CHARLOT OF CALIFORNIA	HOTEL PLAZA
October 12	COLUMBUS DAY (Tuesday) -- Banks and post offices will be closed.		
Beginning Tuesday October 12 10:30 A.M.	RESORT & EARLY SPRING COLLECTIONS Martini Designed, Diminutives and Leisure Designed fashions for Resort and early Spring designed by Sylvan Rich, at 10:30 A.M. daily. Contact: LO. 4-0616. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday October 12 1:15 P.M.	OPENING OF RESORT & SPRING COLLECTION Oleg Cassini will show his Resort and Spring collection at 1:15 P.M. daily. By appointment. Contact: Dorothy Lambert, at Oleg Cassini, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday October 12 2:30 P.M.	OPENING OF RESORT COLLECTION Claire McCardell's Resort collection at 2:30 P.M. daily. By reservation. Contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday October 12 3:30 P.M. Tea	SPECIAL HOLIDAY MILLINERY FASHION SHOW Presentation of Holiday hats created especially for the Millinery Stabili- zation Commission by French milliners: Albouy, Simon Cange, Claude Saint Cyr, Legroux Soeurs, Maud et Nano, Gilbert Orcel, Paulette, Reboux, Svend, Rose Valois, Jean Patou, and Jane Blanchet. Couturiers participating: Christian Dior, Jacques Fath, Balenciaga and Hubert de Givenchy. Also, Holiday hats by New York milliners. By invitation. Contact: LO. 4-7800.	MILLINERY STABILIZATION COMMISSION (1450 B'WAY)	WALDORF-ASTORIA GRAND BALLROOM
Beginning Tuesday October 12 4:00 P.M.	OPENING OF RESORT AND SPRING COLLECTION Harmay will present their dresses, suits, costumes for Resort and Spring at 4:00 P.M. daily. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday October 12	SHOWING: EARLY SPRING SPORTS DRESSES Presentation of Dan Keller's collection of early Spring dresses at contin- uous daily showings. Publicity: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday October 13 8:45 A.M. Breakfast	PREVIEW OF RESORT- SUMMER COLLECTION "Coolerama" of misses and little girls' playclothes for Spring and Resort, 1955 by White Stag. <u>Showing promptly at 9:30 A.M.</u> By invitation only, for press and resident buyers. Publicity: Gloria Gelfand, at White Stag, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	HOTEL PIERRE COTILLION ROOM
Wednesday October 13 9:00 A.M. Breakfast	PRESS PREVIEW: BRANELL RESORT COLLECTION Blumenstein, Ross & Lentz will present the Branell Resort and early Spring dress collection. By invitation only. <u>Trade openings Tues., Oct. 12, at 2:30 P.M. daily.</u> Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday October 13 12:30 P.M. Luncheon	FALL FASHIONS BY PATTULLO-JO COPELAND De Pinna will present Fall fashions by Pattullo-Jo Copeland during luncheon. Press by invitation. Public by reservation; contact; "Beverly", TR. 8-8000. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DE PINNA	HOTEL PIERRE COTILLION ROOM
Wednesday October 13 2:30 P.M.	PRESS PREVIEW: RESORT COLLECTION BY BRIGANCE Sportsmaker will present a press preview of Brigance's collection of bathing suits, beachwear, playclothes and separates for Resort wear and dresses for both Resort and Spring. By invitation only. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday October 13 4:00 P.M.	PREVIEW: RESORT- SPRING COLLECTION Nan Westley will present their Resort and early Spring collection of separates, designed by Jean Mersel, to press and buying offices. By invitation only. Continuous daily trade showings thereafter. Contact: Eleanor Rose, LO. 5-3041.	NAN WESTLEY (KANE-WEILL)	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday October 14 9:30 A.M. Breakfast	PREVIEW OF RESORT SPORTSWEAR COLLECTION Greta Platty will present her Resort and early Spring collection of sportswear and separates to the press. By invitation only. Publicity: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday October 14 11:00 A.M.	PRESS PREVIEW: RESORT AND HOLIDAY SHOES Delman will present the Resort and Holiday shoe collection to the press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN	754 FIFTH AVENUE SALON
Beginning Thursday October 14 1:15 P.M.	OPENING OF RESORT DRESS COLLECTION Richard Cole will present his Resort and early Spring dress collection at 1:15 P.M. daily. Publicity: Mildred Kaldor, MU. 9-5420.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Thursday October 14 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Clare Potter will present her Resort and Spring collection, with daily showings for two weeks thereafter at 2:30 P.M. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 14 3:00 P.M.. Cocktails	SHOWING OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her 1954-55 collection of swimsuits. Cocktails will follow the show. By invitation only. Publicity: Betty Rich, at Rose Marie Reid, 1407 Broadway, PE. 6-6275,	ROSE MARIE REID	HOTEL PIERRE GRAND BALLROOM
Friday October 15 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION B.H. Wragge will present the 1954-55 Resort and Spring collection to the press. By invitation only. Trade showings at 10:30 A.M. on Oct. 18, 19, 20, 25, 27. Contact: Marian Mitchell, WI. 7-4968.	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Friday October 15 12:00 Noon Luncheon	PREVIEW OF CRUISE & EARLY SPRING FASHIONS Preview for press and trade of Cruise and early Spring collection. By invitation. Publ.: Sidney Dee Bloeme, 35 West 53rd St., JU. 6-4490.	NELLY de GRAB	HOTEL PLAZA TERRACE ROOM
Beginning Friday October 15 1:00 P.M.	RESORT AND SPRING DRESS COLLECTION Opening of Resort and Spring collection by William Fox, with daily showings at 1:00 P.M. Publicity: Mildred Kaldor, MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday October 20 9:00 A.M. Breakfast	SHOWING OF IRISH- DESIGNED FASHIONS Altman's will present fashions from Ireland by Sybil Connolly, Irene Gilbert, Nelli Mulcahy, at a benefit for The Dublin Central Remedial Clinic. Admission: \$2.50. Press by invitation. Clinic Publicity: Rosemary Sheehan CI. 7-8060. Altman Publicity: Eleanor Horton, MU. 9-7000.	B. ALTMAN & CO.; AND IRISH DESIGNERS	8TH FLOOR CHARLESTON GARDENS

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning	LARRY ALDRICH CO., INC.	530 Seventh Avenue	CH. 4-1872
Monday	BEN BARRACK, INC.	498 Seventh Avenue	LO. 4-3923
Nov. 8	HARVEY BERIN LTD.	530 Seventh Avenue	PE. 6-0206
	ED GERRICK, INC.	550 Seventh Avenue	LO. 4-1820
	A. GOODMAN & CO., INC.	530 Seventh Avenue	WI. 7-4077
	GRABOIS	498 Seventh Avenue	CH. 4-2767
	JACK HORWITZ ASSOCIATES	498 Seventh Avenue	LO. 4-1860
	INTERNATIONAL DRESS CO.	1400 Broadway	LA. 4-7100
	J L F ORIGINAL, INC.	1372 Broadway	WI. 7-3200
	NAT KAPLAN, INC.	498 Seventh Avenue	LO. 5-4115
	DAVID LEVINE CO.	530 Seventh Avenue	LA. 4-0237
	PAUL PARNES CORP.	498 Seventh Avenue	CH. 4-4600
	PARNIS-LIVINGSTON, INC.	530 Seventh Avenue	BR. 9-5012
	BEN REIG, INC.	498 Seventh Avenue	CH. 4-1542
	RUDOLF GOWNS	530 Seventh Avenue	WI. 7-6865
	MARTIN SIMON, INC.	498 Seventh Avenue	LA. 4-2877
	HERBERT SONDHEIM, INC.	530 Seventh Avenue	LA. 4-7540
	FRANK STARR, INC.	530 Seventh Avenue	LA. 4-7690
	SUZANNE-AUGUSTINE, INC.	1 West 47th Street	PL. 7-3465
	HANNAH TROY, INC.	530 Seventh Avenue	LO. 3-0988
	SAMUEL WINSTON, INC.	530 Seventh Avenue	CH. 4-2617

Contact: Leonard Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.

MOVIES...MUSIC...THEATRE...OPERA

- Tuesday
Sept. 28 PREMIERE: "WOMAN'S WORLD" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
20th Century-Fox CinemaScope Technicolor production starring Arlene Dahl,
Clifton Webb, June Allyson with Van Heflin, Lauren Bacall, Fred MacMurray,
Cornel Wilde. Producer: Charles Brackett. Director: Jean Negulesco.
Costumes: Charles Le Maire. 20th Century Publ.: Bob Fleisher, CO. 5-3320.
- Wednesday
Sept. 29 PREMIERE: "THE BAREFOOT CONTESSA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST
8:30 P.M. Figaro, Inc. in association with Rizzoli-Haggiag, released by United
Artists, will present the world premiere of Joseph L. Mankiewicz's roman-
tic Technicolor drama starring Humphrey Bogart, Ava Gardner, Edmond
O'Brien, Marius Goring, Rossano Brazzi, Valentina Cortesa. Premiere for
the benefit of "Care"; Tickets: \$4.00--\$200.00 per pair. Open to public
beginning, Thurs., Sept. 30. Written and directed by Mr. Mankiewicz.
Gowns by Fontana. U-A Publicity: Tess Michaels, CI. 5-6000.
- Beginning
Wednesday
Sept. 29 FIRST WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH ST.
Wed., Sept. 29: Verdi's AIDA. Thurs., Sept. 30: Rossini's LA CENERENTOLA.
Fri., Oct. 1: Mozart's THE MARRIAGE OF FIGARO. Sat., Mat., Oct. 2:
Bizet's CARMEN. Sat., Eve., Oct. 2: Puccini's MADAMA BUTTERFLY.
Sun., Mat., Oct. 3: Puccini's LA BOHEME. Sun., Eve., Oct. 3: Strauss'
DIE FLEDERMAUS. Prices: \$1.50-\$3.60. Publ.: Miss Alix B. Williamson,
CO. 5-1758.
- Thursday
Sept. 30 OPENING: "THE BOY FRIEND" ROYALE THEATRE, 242 WEST 45TH ST.
Feuer and Martin will present a new musical comedy of the 1920's with
book, music and lyrics by Sandy Wilson. Featuring: Julie Andrews, John
Hewer, Eric Berry and others. Director: Vida Hope. Sets: Feder.
Costumes: Robert Mackintosh. Choreography: John Heawood. Publicity:
Karl Bernstein, CI. 6-0427.
- Thursday
Sept. 30-
Oct. 17 OPENING: 29TH ANNUAL RODEO MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Roy Rogers and Dale Evans with Trigger will headline World's Championship
Rodeo. Prices: \$1.50-\$6.00. Publicity: Fred Podesta, CO. 5-6800.
- Monday
October 11 PREMIERE: "A STAR IS BORN" (Movie) PARAMOUNT & VICTORIA THEATRES
8:30 P.M. A Transcoma Enterprises Production for Warner Brothers in CinemaScope and
WarnerColor starring Judy Garland, James Mason, Charles Bickford, Jack
Carson with Lucy Marlow and Tommy Noonan. Producer: Sidney Luft. Director:
George Cukor. Costumes: Jean Louis and Mary Ann Nyberg. Warner Publicity:
Eve Siegel, CI. 6-1000.
- Monday
October 11 OPENING: "ON YOUR TOES" 46TH STREET THEATRE, 226 WEST 46TH ST.
George Abbott will present a new production of the 1936 Broadway success
starring Vera Zorina and Bobby Van with Elaine Stritch, Ben Astar, Kay
Coulter and Joshua Shelley. Director: George Abbott. Dances staged by
George Balanchine. Settings: Oliver Smith. Costumes: Irene Sharaff.
Music: Richard Rodgers. Lyrics: Lorenz Hart. Lighting: Peggy Clark.
Publicity: Reuben Rabinovitch, LA. 4-1839.
- Wednesday
October 20 OPENING: "PETER PAN" WINTER GARDEN THEATRE, 1634 BROADWAY
Richard Halliday will present the Edwin Lester production of Sir James M.
Barrie's classic starring Mary Martin with Cyril Ritchard, Kathy Nolan,
Margalo Gillmore. Production directed and staged by Jerome Robbins.
Lyrics: Carolyn Leigh. Music: Mark Charlap. Additional music and lyrics:
Jule Styne, Betty Comden, Adolph Green. Scenery: Peter Larkin. Lighting:
Peggy Clark. Costumes: Motley. Publ.: Michael Mok, MU. 7-5927.